

Gallagher & Company

FAX

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FROM: Elizabeth Gallagher

TO: Rory O'Rourke

FAX#: _____

We are transmitting _____ pages. if you do not receive all of these pages, please call (610) 954-9407.

Comments: KAGRO FOOD & TRADE SHOW

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KAGRO 뉴욕한인식품협회
NEW YORK ASSOCIATION, INC.

(KOREAN-AMERICAN GROCERS, NEW YORK)
34-35 Review Avenue, L.I.C., NY 11101 / Tel. (718) 706-7221 / Fax (718) 706-7224

1998 ANNUAL FOOD AND TRADE SHOW Final Memorandum

Dear Participating Exhibitors,

We thank you for your participation in our 5th Annual KAGRO Food & Trade Show. Please be advised of the following informations as to make a successful operation.

1. DATE and LOCATION

July 11, 1998

KAGRO Co-Op Building

10:00 a.m. - 6:00 p.m.

2. BOOTH NUMBER

Please refer to the enclosed floorplan for your Booth designation

3. NAME BADGES

Please fax to us a complete list of representatives from your company who are scheduled to here at the show. Name Tags will be provided at the Information Booth upon your arrival.

4. FREIGHT DELIVERY

A. For freight delivery information, please contact Insoo Lee at

Tel: (718) 784-0520

Fax: (718) 784-0544

B. You may use either Review Avenue docking area or main gate at Starr Avenue for unloading.

C. Please arrive early, for the unloading dock will be very crowded and busy. Make sure to allocate enough time for booth preparation. After all, it's the booth what really counts.



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5. ELECTRICITY

Please contact our secretary general Mr. Tae Mun Lee at (718)707-0404 for assistance.

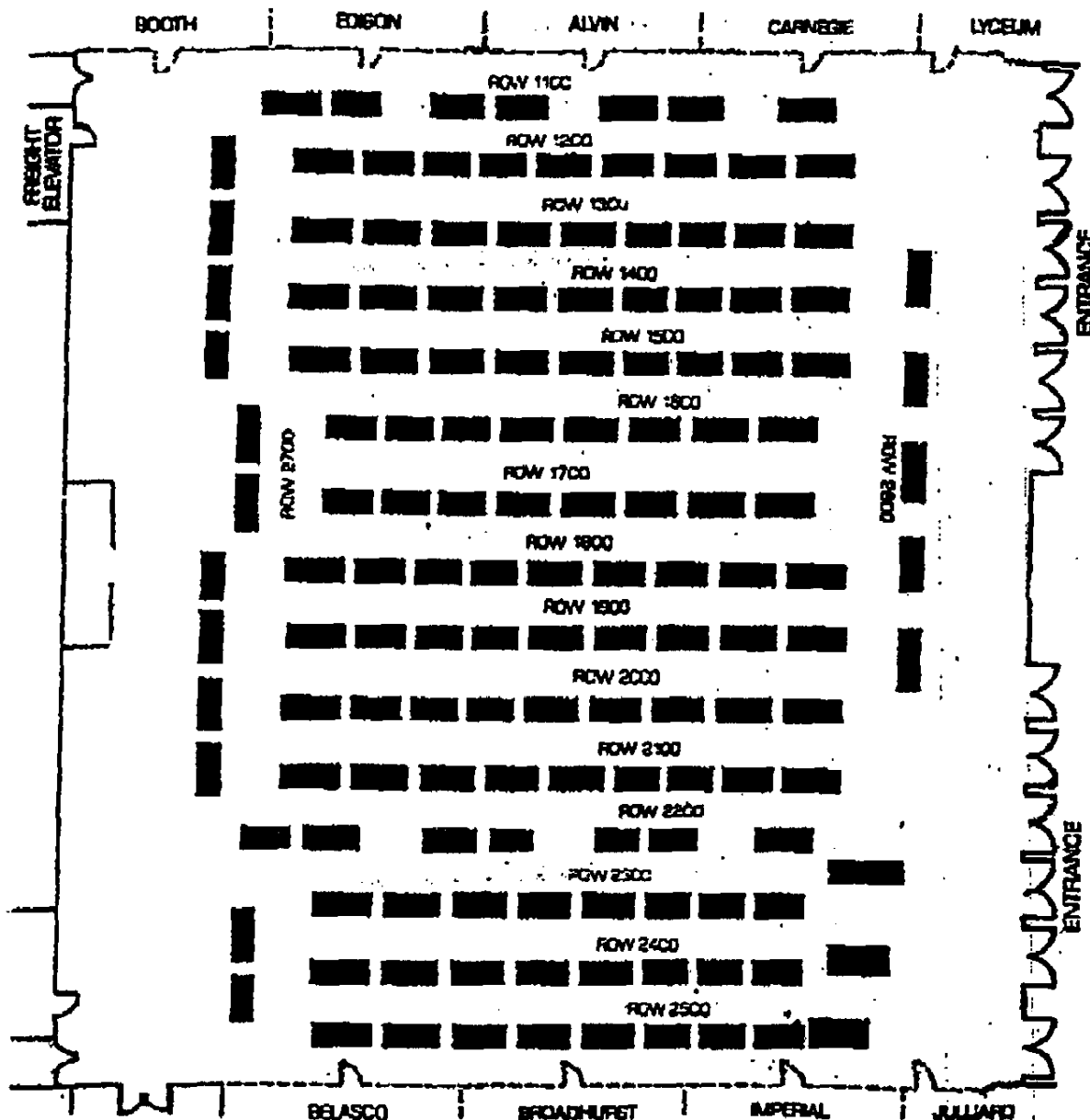
6. OPENING CEREMONY

All exhibitors attending the show are encouraged to arrive early for the opening ceremony. The show will be initiated with tape cutting at 10:00. Please arrive promptly.

7. ANNUAL SCHOLARSHIP AWARD BANQUET

Reception begins at 6:30 p.m. Sitting arrangements have been made to accommodate four guests from each booth. Please send us a list of your representatives expected to be at the dinner banquet along with the other requested information.

See enclosed Exhibit Space Application and Contract for details.



Exhibitor Booth Fee Includes:

- Four complimentary tickets to the Scholarship Awards Banquet
- Company Listing in the Food and Trade Show Directory
- Eligibility for raffle drawing; prizes includes round-trip airline tickets to Seoul
- Pre-show publicity in the Advocate, the Association newsletter distributed to all KAGRO members, and in all Korean-American newspapers in the New York City metropolitan area
- Pre-show publicity with broadcast (TV) spots on Korean Television programming
- Guaranteed opportunity to sell your merchandise through KAGRO Coop.

BOOTH INFORMATION & LAYOUT

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SHOW MANAGEMENT

SHOW OBJECTIVES

- ✓ Offer manufacturers and wholesalers the opportunity to introduce and promote their company and products to the more than 3,000 Korean-owned grocery, deli and supermarkets in the metropolitan New York area who comprise KAGRO New York's membership.
- ✓ Provide an annual business and social event for KAGRO New York members, their manufacturers and wholesale suppliers and community leaders.
- ✓ Raise funds for KAGRO New York's Scholarship Awards program.
- ✓ Recognize KAGRO New York's corporate sponsors.

ORGANIZATION PROFILE

The KOREAN-AMERICAN GROCER'S ASSOCIATION OF NEW YORK (KAGRO) is an association founded in 1986 to serve the interests of Korean-American grocery, deli and supermarket owners, and the communities they service in the New York Metropolitan Area.

Since its inception, the Association has been active in providing tangible services to not only its members, but also to non-member Korean-American grocers, and the community as a whole. In successfully doing so, the Association has realized a significant growth from its original 20 charter members to its current base of approximately 3,000. This membership base represents an impressive position within this dynamic industry in the New York Metropolitan Area.*

*Approximate figures based upon preliminary survey and research conducted in 1990 by the Korean-American Grocers Association of New York.

ORGANIZATION ROLE

The main purpose of KAGRO is to assist Korean-American retailers in adapting to American culture, lifestyle, and business. In this respect, the Association functions in a vital role as an information exchange and clearinghouse on matters concerning business, legislation, and on legal and regulatory issues essential to the successful operation of a retail enterprise. Additionally, the Association functions as a catalyst to further a mutual beneficial relationship between Korean-American retailers and their vendors/suppliers. Finally, the Association serves to work towards the betterment of the Korean-American community as well as other communities in which Association members conduct their businesses.

KAGRO'S ACTIVITIES

In our ongoing commitment to better serve our members and our supporters, KAGRO continues to develop and implement innovative programs for the future. Some programs, both currently ongoing and those planned for the near future are listed below:

- KAGRO Newsletter
- Annual Awards Banquet
- Bi-Monthly Seminar
- Golf Tournament
- Community Service Programs
- Credit Union
- Entertainment Programs
- Business Seminars
- Training Materials Development
- Advertisement Production
- Referral Services



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DEAR MANUFACTURER/WHOLESALER:

*How can my products
be placed in a
\$1.5 billion industry?*

*Where can they be purchased
seven days a week
at 3,000 locations
open an average of
14 hours
per day?*

*Where can my sales team
reach this audience of
3,000 grocers at one time,
one place, at the right moment?*

WHERE ELSE?

뉴욕한국식품인협회
NEW YORK KAGRO
ANNUAL FOOD & TRADE SHOW

Every day hundreds of thousands of New Yorkers in all five boroughs [and those in the surrounding suburbs in the metropolitan New York area] shop at privately-owned groceries, delis and supermarkets - for breakfasts on the go; eat-in office lunches; take-home dinners; leisurely grocery and non-grocery shopping; convenience items; late-night snacks; and emergency food and product needs.

GOAL:

Your products on these store shelves.



FACT:

15% of these retail food businesses, over 3,000 individual stores, are Korean-owned, and members of the Korean-American Grocer's Association of New York (KAGRO New York).

On Saturday, July 11, 1998, KAGRO New York will host the Annual Food and Trade Show and Scholarship Awards Banquet at the Kagro Co-op Building. Show hours will be 10:00AM-6:00PM followed by the Scholarship Awards Banquet, ceremony, dinner, live music and dancing until 12 Midnight.

The KAGRO New York Food and Trade Show will introduce your products to one of the fastest-growing retail businesses in the New York metropolitan area; membership in KAGRO New York (established in 1986) alone has grown from its initial 20 charter members to over 3,000 retail food businesses located within a 30-mile radius of New York City.

As a Food and Trade Show exhibitor, you also support KAGRO New York's Scholarship Awards Program, and included in your booth fee are four complimentary tickets to the Awards Banquet; a listing in the Food and Trade Show Directory; and on going marketing supports from KAGRO New York and to sell your products through our cooperative which is due open Dec. 1998 on 118,000sq/Ft warehouse.

Please review the enclosed brochure, exhibit application and directory listing form for complete details.

We hope that you can join us as an exhibitor at KAGRO New York's Food and Trade Show and Scholarship Awards Banquet in July 11, 1998

Sincerely,

Kyo Don Hwang
President
KAGRO New York

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뉴욕한인식품인협회

NEW YORK

KAGRO

ANNUAL FOOD AND TRADE SHOW

"Together We Grow"

Saturday

July 11, 1998 10 AM-6:00PM

Kagro Co-OP Building

34-35 Review Ave. L.I.C., NY 11101

Scholarship Awards Ceremony/Dinner

Live Music and Dancing

7:30 pm - 12 Midnight

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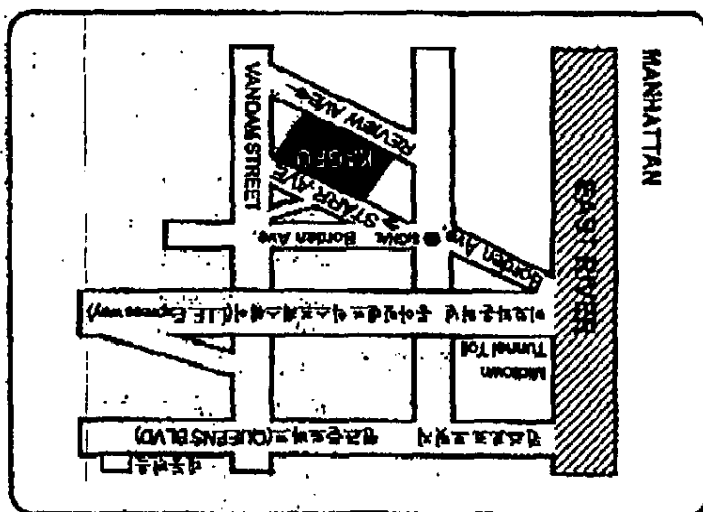
KOREAN-AMERICAN GROCER'S ASSOCIATION OF NEW YORK

EXHIBITOR PROSPECTUS

34-35 Review Ave. L.I.C., N.Y. 11101 TEL: (718) 706-7221 / (718) 706-7226

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NEW YORK KAGRO 한국인식물협회
 THE KOREAN-AMERICAN GROCERS ASSOCIATION OF NEW YORK
 34-35 RIVER AVENUE, L.C. NY 11101 Tel: (718) 708-7221 Fax: (718) 708-7224



식물 협회 약도

98 KAGRO FOOD & TRADE SHOW and SCHOLARSHIP AWARDS



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.....
 COMPANY NAME *R. J. Reynolds*

 YOUR BOOTH NUMBER IS *67*

ENTRANCE

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22
83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100				

KAGRO
FOOD & TRADE SHOW